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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|-----------------|-------------|----------------------|---------------------|------------------|
| 09/839,138 | 04/23/2001 | Masaki Hiraga | 1341.1091/JDH | 1608 |

21171 7590 04/29/2005
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EXAMINER

MYHRE, JAMES W

ART UNIT PAPER NUMBER

3622

DATE MAILED: 04/29/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

REQUIREMENT FOR INFORMATION UNDER 37 C.F.R. § 1.105

1. Applicant and the assignee (if any) of this application are required under 37 C.F.R. 1.105 to provide the following information that the examiner has determined is reasonably necessary to the examination of this application.
2. The information is required to identify products and services embodying the disclosed subject matter. The specification on page 1 cites **Alta Vista** and **Double Click** as prior examples of "auctioning a retrieval keyword" and on page 2 cites **Cyber Agent** and **On the Edge** as prior examples of "acquiring a priority display frame for keywords that advertisers want". The Examiner requests the Applicant supply all known articles, references, and information pertaining to these four cited examples and any similar products and services found in the prior art as both of these features are materially pertinent to the Applicant's claims.
3. The fee and certification requirements of 37 C.F.R. § 1.97 are waived for those documents submitted in reply to this requirement. This waiver extends only to those documents within the scope of this requirement under 37 C.F.R. § 1.105 that are included in the applicant's first complete communication responding to this requirement. Any supplemental replies subsequent to the first communication responding to this requirement and any information disclosures beyond the scope of this requirement

under 37 C.F.R. § 1.105 are subject to the fee and certification requirements of C.F.R. § 1.97.

4. In responding to those requirements that require copies of documents, where the document is a bound text or single article over 50 pages, the requirement may be met by providing copies of those pages that provide the particular subject matter indicated in the requirement, or where such subject matter is not indicated, the subject matter found in the applicant's disclosure.

5. The applicant is reminded that the reply to this requirement must be made with candor and good faith under 37 C.F.R. § 1.56. Where the applicant does not have or cannot readily obtain an item of required information, a statement that the item is unknown or cannot be readily obtained will be accepted as a complete response to the requirement for that item.

6. This requirement is subject to the provisions of 37 C.F.R. §§ 1.134, 1.135, and 1.136 and has a shortened statutory period of 2 months. **EXTENSIONS OF THIS TIME PERIOD MAY BE GRANTED UNDER 37 C.F.R. 1.136(a).**

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Conclusion

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Exr. James W. Myhre whose telephone number is (571) 272-6722. The examiner can normally be reached Monday through Thursday from 5:30 a.m. to 3:30 p.m.

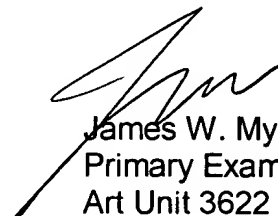
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber, can be reached on (571) 272-6724. The fax phone number for Formal or Official faxes to Technology Center 3600 is (703) 872-9306. Draft or Informal faxes, which will not be entered in the application, may be submitted directly to the examiner at (571) 273-6722.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group Receptionist whose telephone number is (571) 272-3600.

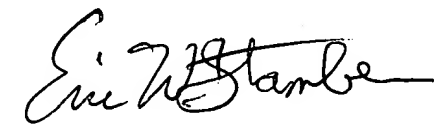


JWM

April 25, 2005



James W. Myhre
Primary Examiner
Art Unit 3622



ERIC W. STAMBER
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3600